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FRANCHISE RESTAURANTS:

A STATISTICAL APPENDIX TO FOODSERVICE TRENDS

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INTRODUCTION

The franchise restaurant segment has evolved into a large and dynamic segment of the foodservice industry. In 1984, franchise restaurant sales reached $43.4 billion -- an impressive 41.5 percent of all eating place sales. In comparison, franchise restaurant sales accounted for only 21 percent of total eating place sales in 1970. The number of franchise units has also grown tremendously. In 1984 there were 70,495 franchise units across the country -- more than double the number in 1970.

Franchise restaurants also make up an impressive proportion of the total franchise industry. Here's how the franchise restaurant segment compares with the total 17 franchise business categories:

Employment: Franchise restaurants ranked number one in total employment in 1984, accounting for 38.5 percent of all franchise employment.

Units: Restaurants ranked second out of the 17 franchise businesses in total units and operated 15.9 percent of all franchise establishments, up from 15.3 percent in 1983.

Sales: Restaurants ranked third in sales, reporting 8.8 percent of total franchise sales.

International franchising: Restaurants ranked second in total number of U.S. franchise units in foreign countries and accounted for 21.1 percent of the total foreign franchise establishments in 1984. This is up from 1983 when franchise restaurants accounted for 19.9 percent of the total.

This Statistical Appendix provides an indepth look at the growth of the franchise restaurant industry through 1984, as well as franchise operators' projections for 1985 and 1986. The information in this report is based on data from the annual Franchising in the Economy survey which is published by the Services Industry Division of the U.S. Department of Commerce. This year's survey, Franchising in the Economy, 1984-1986, was completed by 465 restaurant franchisors representing 99 percent of the total franchise restaurant sales and establishments in the U.S.

The sales and unit figures for 1984 and projections for 1985 and 1986 reported here are representative only of the 465 franchise restaurant firms surveyed, and do not include any new or established firms that may have begun franchising in 1984 and any present firms going out of business or abandoning the franchise system.

SECTION I

SALES AND ESTABLISHMENT DATA ON THE FRANCHISE RESTAURANT INDUSTRY

SECTION HIGHLIGHTS

Number of firms:	There were 465 franchise restaurant firms in 1984, down from 466 in 1983.
Unit growth:	Total units advanced 4.4 percent in 1984 to 70,495 establishments.
Sales growth:	Overall sales climbed to $43.4 billion in 1984, an impressive 12.2 percent gain.
Sales per establishment:	Sales per establishment averaged $616,126 during 1984, up 7.5 percent.
Company-owned versus franchisee-owned units:	Company-owned units outpaced franchisee-owned outlets in both sales and unit growth in 1984.
Predicted growth:	By 1986, franchisors expect to have 82,923 units in operation and produce $53.8 billion in sales.
Restaurant distribution by company size:	Firms with 1,000 or more units accounted for over half of the sales and units in 1984, but firms with 50 or less units comprised 70.5 percent of the total companies.
Type of service:	In 1984, 294 firms provided self service or drive-thru facilities, while 171 offered tableservice.

NUMBER OF FRANCHISE FIRMS SURVEYED BY TYPE

(1973 - 1984)

TYPE	1973	1974	1975	1976	1977	1978
Chicken	21	24	28	29	27	31
Hamburger, frank and roast beef	104	98	97	96	109	117
Pizza	30	36	46	48	60	66
Mexican	14	15	17	19	23	29
Seafood	11	13	17	15	14	11
Pancake	11	10	14	13	13	15
Steak/full menu	48	55	67	76	79	86
Sandwich/other	6	8	7	19	25	33
TOTAL	245	259	293	315	350	388

TYPE	1979	1980	1981	1982	1983	1984
Chicken	32	35	30	32	34	33
Hamburger, frank and roast beef	112	110	107	102	98	105
Pizza	73	83	94	106	111	104
Mexican	28	32	33	33	39	36
Seafood	11	12	13	14	11	12
Pancake	16	17	15	15	12	13
Steak/full menu	94	102	109	110	111	111
Sandwich/other	33	34	39	46	50	51
TOTAL	399	425	440	458	466	465

FRANCHISE RESTAURANT SALES
(1969 - 1986*)
SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1969	$3,790,126		$ 892,382		$2,897,744	
1970	4,602,111	21.4%	1,123,314	25.9%	3,478,797	20.1%
1971	5,844,950	27.0%	1,450,731	29.2%	4,394,219	26.3%
1972	6,797,405	16.3%	1,753,297	20.9%	5,044,108	14.8%
1973	8,534,094	25.6%	2,604,851	48.6%	5,929,243	17.6%
1974	10,350,567	21.3%	3,335,338	28.0%	7,015,229	18.2%
1975	12,261,964	18.5%	4,017,861	20.5%	8,244,103	17.5%
1976	14,606,313	19.1%	4,647,136	15.7%	9,959,177	20.8%
1977	18,180,404	24.5%	5,653,160	21.6%	12,527,244	25.8%
1978	21,100,788	16.1%	6,733,545	19.1%	14,367,243	14.7%
1979	24,765,916	17.4%	8,706,401	19.9%	16,689,515	16.2%
1980	27,867,046	12.5%	9,129,708	13.0%	18,737,338	12.3%
1981	30,042,348	7.8%	10,783,206	18.1%	19,259,142	2.8%
1982	33,695,298	12.2%	11,747,358	8.9%	21,947,940	14.0%
1983	38,691,594	14.8%	14,244,416	21.2%	24,447,178	11.4%
1984	43,433,782	12.2%	16,393,552	15.1%	27,040,230	10.6%
1985	48,008,573	10.5%	18,204,720	11.0%	29,803,853	10.2%
1986	53,809,508	12.1%	20,318,289	11.6%	33,491,219	12.4%

NUMBER OF FRANCHISE RESTAURANT ESTABLISHMENTS
(1969 - 1986*)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1969	28,736		3,842		24,894	
1970	32,584	13.4%	4,906	27.7%	27,678	11.2%
1971	30,419	-6.6%	5,496	12.0%	24,923	-10.0%
1972	32,538	7.0%	6,319	15.0%	26,219	5.2%
1973	36,340	11.7%	8,316	31.6%	28,024	6.9%
1974	39,796	9.5%	10,115	21.6%	29,681	5.9%
1975	42,983	8.0%	11,685	15.5%	31,298	5.4%
1976	46,898	9.1%	12,562	7.5%	34,336	9.7%
1977	51,972	10.8%	14,527	15.6%	37,445	9.1%
1978	55,312	6.4%	15,510	10.2%	39,802	5.0%
1979	58,936	6.5%	16,884	8.8%	42,052	5.6%
1980	59,936	1.7%	17,826	5.6%	42,133	0.2%
1981	61,846	3.2%	19,355	8.6%	42,491	0.9%
1982	63,557	2.8%	19,857	2.6%	43,700	2.8%
1983	67,528	6.2%	21,785	9.7%	45,743	4.7%
1984	70,495	4.4%	22,951	5.3%	47,544	3.9%
1985	75,874	7.6%	24,580	7.1%	51,294	7.9%
1986	82,923	9.3%	26,664	8.5%	56,259	9.7%

* 1985 and 1986 estimated by respondents.

SALES PER ESTABLISHMENT

(1969 - 1986*)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1969	$131,895		$232,270		$116,403	
1970	141,238	7.1%	228,967	- 1.4%	125,688	8.0%
1971	192,148	36.1%	263,961	15.3%	176,312	40.3%
1972	208,907	8.7%	277,464	5.1%	192,384	9.1%
1973	234,840	12.4%	313,234	12.9%	211,577	10.0%
1974	260,091	10.8%	329,742	5.3%	236,354	11.7%
1975	285,275	9.7%	343,848	4.3%	263,407	11.4%
1976	311,449	9.2%	369,936	7.6%	290,051	10.1%
1977	349,812	12.3%	401,674	8.6%	330,552	14.1%
1978	381,487	9.0%	434,142	8.1%	360,968	9.2%
1979	420,217	10.2%	478,346	10.2%	396,878	9.9%
1980	464,768	10.6%	512,157	7.1%	444,719	12.1%
1981	485,761	4.5%	557,128	8.8%	453,252	1.9%
1982	530,159	9.1%	591,598	6.2%	502,241	10.8%
1983	572,971	8.1%	653,863	10.5%	534,446	6.4%
1984	616,126	7.5%	714,285	9.2%	568,741	6.4%
1985	632,741	2.7%	740,631	3.7%	581,040	2.2%
1986	648,909	2.6%	762,012	2.9%	595,304	2.4%

* 1985 and 1986 estimated by respondents.

FRANCHISE RESTAURANT DISTRIBUTION BY COMPANY SIZE:

NUMBER OF FIRMS

(1973 - 1984)

SIZE GROUPS	1973	1974	1975	1976	1977	1978
1001+	6	7	7	7	8	11
501-1000	5	8	11	15	14	11
151-500	30	29	32	28	39	34
51-150	49	52	46	54	54	59
11-50	90	95	115	115	128	153
1-10	65	68	82	96	107	120
TOTAL	245	259	293	315	350	388

SIZE GROUPS	1979	1980	1981	1982	1983	1984
1001+	14	14	13	13	13	13
501-1000	8	8	12	14	15	16
151-500	41	42	46	40	45	41
51-150	[illegible]	56	54	61	60	69
11-50	157	176	178	174	189	188
1-10	123	129	137	156	144	138
TOTAL	399	425	440	458	466	465

FRANCHISE RESTAURANT DISTRIBUTION BY COMPANY SIZE

NUMBER OF UNITS

(1973 - 1984)

NUMBER OF UNITS IN COMPANY	1973	1974	1975	1976	1977	1978
1001+	16,567	18,750	19,646	21,303	23,421	27,750
501-1000	4,419	5,913	7,672	10,367	10,902	8,925
151-500	8,513	7,869	8,279	7,064	9,325	8,833
51-150	4,266	4,627	4,091	4,956	4,432	5,580
11-50	2,201	2,262	2,881	2,711	3,326	3,642
1-10	374	375	414	497	566	582
TOTAL	36,340	39,796	42,983	46,898	51,972	55,312

NUMBER OF UNITS IN COMPANY	1979	1980	1981	1982	1983	1984
1001+	32,435	32,871	31,921	32,970	35,021	37,467
501-1000	6,184	5,916	8,582	9,741	10,236	10,578
151-500	10,690	11,418	11,993	10,396	11,831	11,091
51-150	5,054	4,866	4,366	5,340	4,942	5,809
11-50	3,916	4,223	4,310	4,309	4,792	4,779
1-10	657	665	674	801	769	771
TOTAL	58,936	59,959	61,846	63,557	67,528	70,495

FRANCHISE RESTAURANT DISTRIBUTION BY COMPANY SIZE

PERCENT OF UNITS

(1973 - 1984)

NUMBER OF UNITS IN COMPANY	1973	1974	1975	1976	1977	1978
1001+	45.6%	47.1%	45.7%	45.4%	45.1%	50.2%
501-1000	12.2%	14.9%	17.8%	22.1%	21.0%	16.1%
151-500	23.4%	19.8%	19.3%	15.1%	17.9%	16.0%
51-150	11.7%	11.6%	9.5%	10.6%	8.5%	10.1%
11-50	6.1%	5.7%	6.7%	5.8%	6.4%	6.6%
1-10	1.0%	0.9%	1.0%	1.0%	1.1%	1.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

NUMBER OF UNITS IN COMPANY	1979	1980	1981	1982	1983	1984
1001+	55.0%	54.8%	51.6%	51.9%	51.9%	53.2%
501-1000	10.5%	9.9%	13.9%	15.3%	15.2%	15.0%
151-500	18.1%	19.1%	19.4%	16.3%	17.5%	15.7%
51-150	8.6%	8.1%	7.1%	8.4%	7.3%	8.2%
11-50	6.7%	7.0%	7.0%	6.8%	7.0%	6.8%
1-10	1.1%	1.1%	1.0%	1.3%	1.1%	1.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

FRANCHISE RESTAURANT DISTRIBUTION BY COMPANY SIZE:

TOTAL SALES

(1974 - 1984)

(SALES IN MILLIONS)

SIZE GROUPS	1974	1975	1976	1977	1978	1979
1001+	$ 4,808	$ 5,614	$ 6,671	$ 8,447	$11,400	$14,408
501-1000	1,894	2,682	3,675	4,259	3,514	3,010
151-500	2,026	2,050	1,990	2,750	2,929	3,905
51-150	949	950	1,272	1,495	1,713	1,645
11-50	592	876	861	1,074	1,361	1,526
1-10	82	90	137	155	184	272
TOTAL	$10,351	$12,262	$14,606	$18,180	$21,101	$24,766

SIZE GROUPS	1980	1981	1982	1983	1984
1001+	$16,579	$16,720	$19,401	$22,261	$26,178
501-1000	2,863	4,176	4,669	5,078	5,024
151-500	4,343	4,905	4,706	5,932	6,351
51-150	1,840	1,891	2,411	2,685	2,869
11-50	1,962	2,047	2,115	2,373	2,634
1-10	280	303	393	363	377
TOTAL	$27,867	$30,042	$33,695	$38,692	$43,433

FRANCHISE RESTAURANT DISTRIBUTION BY COMPANY SIZE:

PERCENT OF TOTAL SALES

(1974 - 1984)

SIZE GROUPS	1974	1975	1976	1977	1978	1979
1001+	46.4%	45.8%	45.7%	46.5%	54.0%	58.2%
501-1000	18.3%	21.9%	25.2%	23.4%	16.7%	12.1%
151-500	19.6%	16.7%	13.6%	15.1%	13.9%	15.8%
51-150	9.2%	7.8%	8.7%	8.2%	8.1%	6.6%
11-50	5.7%	7.1%	5.9%	5.9%	6.4%	6.2%
1-10	0.8%	0.7%	0.9%	0.9%	0.9%	0.9%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

SIZE GROUPS	1980	1981	1982	1983	1984
1001+	59.5%	55.7%	57.5%	57.6%	60.2%
501-1000	10.3%	13.9%	13.8%	13.1%	11.6%
151-500	15.6%	16.3%	14.0%	15.3%	14.6%
51-150	6.6%	6.3%	7.2%	7.0%	6.6%
11-50	7.0%	6.8%	6.3%	6.1%	6.1%
1-10	1.0%	1.0%	1.2%	0.9%	0.9%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%

PRINCIPAL TYPE OF SERVICE PROVIDED BY FRANCHISE RESTAURANT FIRMS

(1979 - 1984)

Self-Service, Drive-In and Drive-Thru

MAJOR ACTIVITY	1979	1980	1981	1982	1983	1984
Chicken	30	32	27	29	32	30
Hamburger, etc.	104	103	100	96	93	101
Pizza	42	48	58	68	70	68
Mexican	18	23	24	22	24	22
Seafood	8	8	9	3	8	9
Pancake	0	0	0	0	0	0
Steak/full menu	20	19	19	18	18	17
Sandwich/other	30	31	36	42	46	47
TOTAL	252	264	273	278	291	294

Waiter or Waitress Service

MAJOR ACTIVITY	1979	1980	1981	1982	1983	1984
Chicken	2	3	3	3	2	3
Hamburger, etc.	8	7	7	6	5	4
Pizza	31	35	36	38	41	36
Mexican	10	9	9	11	15	14
Seafood	3	4	4	11	3	3
Pancake	16	17	15	15	12	13
Steak/full menu	74	83	90	92	93	94
Sandwich/other	3	3	3	4	4	4
TOTAL	147	161	167	180	175	171

SECTION II

SALES AND ESTABLISHMENT DATA ON TYPES OF RESTAURANT FRANCHISING

SECTION HIGHLIGHTS

Proportion of firms: Pizza, hamburger and steak/full menu franchise firms each accounted for one fourth of firms in 1984.

Proportion of units: Hamburger units accounted for the largest proportion of establishments -- 41.6 percent.

Proportion of sales: Hamburger restaurants captured over half (50.7 percent) of all franchise restaurant sales in 1984.

Unit growth: Sandwich/other franchise restaurants experienced the strongest unit growth in 1984 -- 22.8 percent. Pancake restaurants followed with a 9.4 percent gain.

Sales growth: Mexican franchise units posted the largest sales increase -- 25.6 percent, closely followed by the sandwich/other segment which reported a 24.6 percent advance.

Sales per unit: Steak/full menu restaurants recorded the highest sales per establishment in 1984 -- $812,234. Hamburger restaurants were second with $752,225 per unit in 1984.

PERCENTAGE OF TOTAL FRANCHISE RESTAURANTS BY TYPE: SALES AND UNITS

(1980-1984)

1980

Type of Franchise	Firms Number	Firms %	Units Number	Units %	Sales Dollars (000)	Sales %
Chicken	35	8.2%	7,338	12.2%	$ 2,734,006	9.8%
Hamburger, frank, roast beef	110	25.9%	27,027	45.1%	14,027,398	50.3%
Pizza	83	19.5%	8,914	14.9%	2,455,542	8.8%
Mexican	32	7.5%	2,774	4.6%	878,523	3.2%
Seafood	12	2.8%	2,290	3.8%	785,806	2.8%
Pancake	17	4.0%	1,278	2.1%	784,546	2.8%
Steak/full menu	102	24.0%	8,858	14.8%	5,935,804	21.3%
Sandwich/other	34	8.1%	1,480	2.5%	265,421	1.0%
TOTAL	425	100.0%	59,959	100.0%	$27,867,046	100.0%

1981

Type of Franchise	Firms Number	Firms %	Units Number	Units %	Sales Dollars (000)	Sales %
Chicken	30	6.8%	7,388	11.9%	$ 2,833,007	9.4%
Hamburger, frank, roast beef	107	24.3%	26,945	43.6%	14,327,705	47.7%
Pizza	94	21.4%	9,695	15.7%	3,169,601	10.5%
Mexican	33	7.5%	3,002	4.9%	1,069,712	3.6%
Seafood	13	2.9%	2,226	3.6%	888,491	3.0%
Pancake	15	3.4%	1,500	2.4%	847,650	2.8%
Steak/full menu	109	24.8%	9,406	15.2%	6,566,702	21.9%
Sandwich/other	39	8.9%	1,684	2.7%	339,480	1.1%
TOTAL	440	100.0%	61,845	100.0%	$30,042,348	100.0%

1982

Type of Franchise	Firms Number	Firms %	Units Number	Units %	Sales Dollars (000)	Sales %
Chicken	32	7.0%	7,773	12.2%	$ 2,947,512	8.7%
Hamburger, frank, roast beef	102	22.3%	27,285	42.9%	16,862,890	50.0%
Pizza	106	23.2%	10,629	16.7%	3,740,072	11.1%
Mexican	33	7.2%	3,059	4.8%	1,258,054	3.7%
Seafood	14	3.0%	2,221	3.5%	909,265	2.7%
Pancake	15	3.3%	1,645	2.6%	893,625	2.7%
Steak/full menu	110	24.0%	9,135	14.4%	6,708,742	19.9%
Sandwich/other	46	10.0%	1,810	2.9%	375,138	1.1%
TOTAL	458	100.0%	63,557	100.0%	$33,695,298	100.0%

1983

Type of Franchise	Firms Number	Firms %	Units Number	Units %	Sales Dollars (000)	Sales %
Chicken	34	7.3%	8,147	12.1%	$ 3,417,658	8.8%
Hamburger, frank, roast beef	98	21.0%	28,270	41.9%	18,947,837	49.0%
Pizza	111	23.8%	11,852	17.6%	4,649,022	12.0%
Mexican	39	8.4%	3,469	5.1%	1,681,668	4.3%
Seafood	11	2.4%	2,309	3.4%	938,261	2.4%
Pancake	12	2.6%	1,558	2.3%	838,291	2.2%
Steak/full menu	111	23.8%	9,849	14.6%	7,716,262	19.9%
Sandwich/other	50	10.7%	2,074	3.1%	502,595	1.3%
TOTAL	466	100.0%	67,528	100.0%	$38,691,594	100.0%

1984

Type of Franchise	Firms Number	Firms %	Units Number	Units %	Sales Dollars (000)	Sales %
Chicken	33	7.1%	8,576	12.2%	$ 3,891,165	9.0%
Hamburger, frank, roast beef	105	22.6%	29,305	41.6%	22,043,955	50.7%
Pizza	104	22.4%	12,705	18.0%	4,932,329	11.3%
Mexican	36	7.7%	3,774	5.3%	2,113,104	4.8%
Seafood	12	2.6%	2,320	3.3%	1,074,426	2.5%
Pancake	13	2.8%	1,704	2.4%	985,350	2.3%
Steak/full menu	111	23.9%	9,563	13.6%	7,767,393	18.0%
Sandwich/other	51	10.9%	2,548	3.6%	626,060	1.4%
TOTAL	465	100.0%	70,495	100.0%	$43,433,782	100.0%

CHICKEN FRANCHISE RESTAURANTS

(1973 - 1986*)

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	$1,129,496		$ 301,031		$ 828,465	
1974	1,258,617	11.4%	421,676	40.1%	836,941	1.0%
1975	1,373,887	9.2%	461,001	9.3%	912,886	9.1%
1976	1,609,270	17.1%	483,143	4.8%	1,126,127	26.2%
1977	2,088,861	29.8%	569,167	17.8%	1,519,694	34.9%
1978	2,034,012	- 2.6%	653,977	14.9%	1,380,035	-9.2%
1979	2,258,017	11.0%	739,354	13.1%	1,518,663	10.0%
1980	2,734,006	21.1%	821,926	11.2%	1,912,080	25.9%
1981	2,833,007	3.6%	951,719	15.8%	1,881,288	-1.6%
1982	2,947,512	4.0%	1,109,122	16.5%	1,838,390	-2.3%
1983	3,417,658	16.0%	1,292,166	16.5%	2,125,492	15.6%
1984	3,891,165	13.8%	1,599,723	23.8%	2,291,442	7.8%
1985	4,402,558	13.1%	1,848,639	15.6%	2,553,919	11.4%
1986	5,085,080	15.5%	2,131,906	15.3%	2,953,174	15.6%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	4,927		1,062		3,865	
1974	5,686	15.4%	1,663	56.6%	4,023	4.1%
1975	5,706	0.4%	1,644	- 1.1%	4,062	1.1%
1976	6,171	8.2%	1,705	3.7%	4,466	10.1%
1977	6,437	4.3%	1,729	1.4%	4,708	5.4%
1978	6,708	4.2%	1,870	8.2%	4,838	2.8%
1979	7,075	5.5%	1,990	6.4%	5,085	5.1%
1980	7,338	3.7%	2,131	7.1%	5,207	2.4%
1981	7,388	0.7%	2,249	5.5%	5,139	-1.3%
1982	7,773	4.7%	2,591	15.2%	5,182	0.8%
1983	8,147	4.8%	2,821	8.9%	5,326	2.8%
1984	8,576	5.3%	3,162	12.1%	5,414	1.6%
1985	9,256	7.9%	3,392	7.3%	5,864	8.3%
1986	10,175	9.9%	3,721	9.7%	6,454	10.1%

* 1985 and 1986 estimated by respondents.

CHICKEN FRANCHISE RESTAURANTS

(1973 - 1986*)

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1973	$229,246	$283,457	$214,351
1974	221,345	253,563	208,039
1975	240,779	280,414	224,738
1976	260,780	283,368	252,156
1977	324,508	329,189	322,790
1978	303,222	349,720	285,249
1979	319,154	371,534	298,655
1980	372,582	385,700	367,213
1981	383,461	423,174	366,081
1982	381,160	428,067	354,764
1983	419,499	458,052	399,078
1984	453,727	505,921	423,244
1985	475,644	545,000	435,525
1986	499,762	572,939	457,573

* 1985 and 1986 estimated by respondents.

HAMBURGER, FRANK, ROAST BEEF FRANCHISE RESTAURANTS

(1973 - 1986*)

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	$ 4,883,094		$1,160,959		$ 3,722,135	
1974	5,879,428	20.4%	1,437,901	23.9%	4,441,527	19.3%
1975	6,759,903	15.0%	1,671,422	16.2%	5,088,481	14.6%
1976	8,030,623	18.8%	1,999,638	19.6%	6,030,985	18.5%
1977	9,100,843	13.8%	2,242,204	12.1%	6,858,639	13.7
1978	10,862,837	19.4%	2,589,465	15.5%	8,273,372	20.6%
1979	12,740,586	17.3%	3,066,896	18.4%	9,673,690	16.9%
1980	14,027,398	10.1%	3,412,293	11.3%	10,615,105	9.7%
1981	14,327,705	2.1%	4,045,912	18.6%	10,281,793	- 3.1%
1982	16,862,890	17.7%	4,482,780	10.8%	12,380,110	20.4%
1983	18,947,837	12.4%	5,294,782	18.1%	13,653,055	10.3%
1984	22,043,955	16.3%	6,055,926	14.4%	15,988,029	17.1%
1985	24,058,881	9.1%	6,684,416	10.4%	17,374,465	8.7%
1986	26,457,012	10.0%	7,472,962	11.8%	18,984,050	9.3%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	21,375		3,300		18,075	
1974	22,069	3.3%	3,425	3.8%	18,644	3.2%
1975	22,810	3.4%	3,915	14.3%	18,895	1.4%
1976	24,064	5.5%	3,997	2.1%	20,067	6.2%
1977	24,822	3.1%	4,293	7.4%	20,529	2.3%
1978	26,038	4.9%	4,648	8.3%	21,390	4.2%
1979	27,310	4.9%	5,153	10.8%	22,157	3.6%
1980	27,027	-1.0%	5,363	4.1%	21,664	-2.2%
1981	26,945	-0.3%	5,926	10.5%	21,019	-3.0%
1982	27,285	1.3%	6,100	2.9%	21,185	0.8%
1983	28,270	3.6%	6,378	4.6%	21,892	3.3%
1984	29,305	3.7%	6,445	1.0%	22,860	4.4%
1985	31,016	5.8%	6,937	7.6%	24,079	5.3%
1986	33,189	7.0%	7,657	10.4%	25,532	6.0%

* 1985 and 1986 estimated by respondents.

HAMBURGER, FRANK, ROAST BEEF FRANCHISE RESTAURANTS

(1973 - 1986*)

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1973	$228,449	$351,806	$205,927
1974	266,411	419,825	238,228
1975	296,357	426,928	269,903
1976	333,719	500,285	300,542
1977	366,644	522,293	334,095
1978	417,192	557,114	386,787
1979	466,517	595,167	436,597
1980	519,014	636,266	489,988
1981	531,738	682,739	489,167
1982	618,028	734,882	584,381
1983	670,245	830,163	623,655
1984	752,225	939,632	699,389
1985	775,692	963,589	721,561
1986	797,162	975,965	743,539

* 1985 and 1986 estimated by respondents.

PIZZA FRANCHISE RESTAURANTS

(1973 - 1986*)

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	$ 505,103		$ 174,379		$ 330,724	
1974	705,423	39.7%	267,915	53.6%	437,508	32.3%
1975	924,364	31.0%	375,490	40.2%	548,873	25.4%
1976	1,091,534	18.1%	445,145	18.6%	646,398	17.8%
1977	1,416,254	29.7%	556,053	24.2%	860,201	33.1%
1978	1,735,279	22.5%	696,364	25.2%	1,038,915	20.8%
1979	2,141,618	23.4%	821,046	17.9%	1,320,572	27.1%
1980	2,455,542	14.6%	916,118	11.6%	1,539,424	16.6%
1981	3,169,601	29.0%	1,168,509	27.6%	2,001,092	30.0%
1982	3,740,072	18.0%	1,419,723	21.5%	3,320,349	16.0%
1983	4,649,022	24.3%	1,806,178	27.2%	2,842,844	22.5%
1984	4,932,329	6.1%	1,874,951	3.8%	3,057,378	7.5%
1985	5,721,265	16.0%	2,190,494	16.8%	3,530,771	15.5%
1986	6,740,770	17.8%	2,488,581	13.6%	4,252,189	20.4%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	3,364		1,153		2,211	
1974	4,329	28.7%	1,698	47.3%	2,631	19.0%
1975	5,011	15.8%	2,084	22.7%	2,927	11.3%
1976	5,745	14.7%	2,413	15.8%	3,332	13.8%
1977	6,759	17.6%	2,756	14.2%	4,003	20.1%
1978	7,542	11.6%	3,042	10.4%	4,500	12.4%
1979	8,407	11.5%	3,285	8.0%	5,122	13.8%
1980	8,914	6.0%	3,389	3.2%	5,525	7.9%
1981	9,695	8.8%	3,540	4.5%	6,929	12.6%
1982	10,629	9.6%	3,700	4.5%	6,929	12.6%
1983	11,852	11.5%	4,140	11.9%	7,712	11.3%
1984	12,705	7.2%	4,362	5.4%	8,343	8.2%
1985	14,417	13.5%	4,876	11.8%	9,541	14.4%
1986	16,259	12.8%	5,300	8.7%	10,959	14.9%

* 1985 and 1986 estimated by respondents.

PIZZA FRANCHISE RESTAURANTS

(1973 - 1986*)

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1973	$150,150	$151,239	$149,581
1974	162,953	157,783	166,290
1975	184,467	180,178	187,521
1976	189,997	184,478	193,997
1977	209,536	201,761	214,889
1978	230,082	228,916	230,870
1979	254,742	249,937	257,823
1980	275,470	270,321	278,629
1981	326,932	330,087	325,117
1982	351,874	383,709	334,875
1983	392,256	436,275	368,626
1984	388,219	429,837	366,460
1985	396,842	449,240	370,063
1986	414,587	469,543	388,009

* 1985 and 1986 estimated by respondents.

MEXICAN FRANCHISE RESTAURANTS

(1973 - 1986*)

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	$ 138,410		$ 54,600		$ 83,810	
1974	177,763	28.4%	71,224	30.4%	106,539	27.1%
1975	272,587	53.3%	116,070	63.0%	156,517	46.9%
1976	309,113	13.4%	140,985	21.5%	168,128	7.4%
1977	495,043	60.1%	238,250	69.0%	256,793	52.7%
1978	602,376	21.7%	304,697	27.9%	297,679	15.9%
1979	694,514	15.3%	322,758	5.9%	371,756	24.8%
1980	878,523	26.5%	394,900	22.4%	483,623	30.1%
1981	1,069,712	21.8%	490,134	24.1%	579,578	19.8%
1982	1,258,054	17.6%	645,034	31.6%	613,020	5.8%
1983	1,681,668	33.7%	865,461	34.2%	816,207	33.1%
1984	2,113,104	25.6%	1,121,070	29.5%	992,034	21.5%
1985	2,403,653	13.7%	1,273,152	13.6%	1,130,501	14.0%
1986	2,678,791	11.4%	1,395,125	9.6%	1,283,666	13.5%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	1,030		351		679	
1974	1,157	12.3%	461	18.5%	741	9.1%
1975	1,462	26.4%	518	24.5%	944	27.4%
1976	1,652	13.0%	610	17.8%	1,042	10.4%
1977	2,147	30.0%	847	38.8%	1,300	24.8%
1978	2,329	8.5%	993	10.2%	1,336	2.8%
1979	2,477	6.4%	1,050	5.7%	1,427	6.8%
1980	2,774	12.0%	1,208	15.0%	1,566	9.7%
1981	3,002	8.2%	1,320	9.3%	1,682	7.4%
1982	3,059	1.9%	1,399	6.0%	1,660	-1.3%
1983	3,469	13.4%	1,538	9.9%	1,931	16.3%
1984	3,774	8.8%	1,702	10.7%	2,072	7.3%
1985	4,200	11.3%	1,862	9.4%	2,338	12.8%
1986	4,660	10.9%	2,007	7.8%	2,653	13.5%

* 1985 and 1986 estimated by respondents.

MEXICAN FRANCHISE RESTAURANTS

(1973 - 1986*)

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1973	$134,379	$155,555	$123,432
1974	153,641	171,212	143,777
1975	186,448	224,073	165,802
1976	187,114	231,123	161,351
1977	230,574	281,287	197,533
1978	258,641	306,845	222,814
1979	280,385	307,388	260,515
1980	316,699	326,904	308,827
1981	356,331	371,314	344,577
1982	411,263	461,068	369,289
1983	484,770	562,718	422,686
1984	559,911	658,678	478,781
1985	572,298	683,755	483,533
1986	574,848	695,129	483,854

* 1985 and 1986 estimated by respondents.

SEAFOOD FRANCHISE RESTAURANTS

(1973 - 1986*)

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchise-Owned	Percent Change
1973	$ 95,245		$ 39,861		$ 55,384	
1974	152,616	60.2%	64,862	62.7%	87,754	58.4%
1975	295,670	93.7%	113,055	74.3%	182,615	108.1%
1976	439,762	48.7%	169,889	50.3%	269,873	47.8%
1977	579,067	31.7%	224,775	32.3%	354,292	31.3%
1978	563,827	-2.6%	216,486	-3.7%	347,341	- 2.0%
1979	773,736	37.2%	317,572	46.7%	456,164	31.3%
1980	785,806	1.5%	378,339	19.1%	407,467	-10.7%
1981	888,491	13.1%	479,506	26.7%	408,985	0.4%
1982	909,265	2.3%	518,090	8.0%	391,175	- 4.4%
1983	938,261	3.2%	532,789	2.8%	405,472	3.6%
1984	1,074,426	14.5%	622,258	16.8%	452,168	11.5%
1985	1,202,950	12.0%	705,150	13.3%	497,800	10.1%
1986	1,409,910	17.2%	824,450	16.9%	585,460	17.6%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	540		217		323	
1974	759	40.6%	325	49.8%	434	34.4%
1975	1,351	78.0%	527	62.2%	824	89.9%
1976	1,831	35.5%	680	29.0%	1,151	39.7%
1977	2,347	28.2%	878	29.1%	1,469	27.6%
1978	2,297	- 2.3%	899	2.4%	1,398	- 4.8%
1979	2,383	3.7%	965	7.3%	1,418	1.4%
1980	2,290	- 3.9%	1,088	12.7%	1,202	-15.2%
1981	2,226	- 2.8%	1,151	5.8%	1,075	-10.6%
1982	2,221	- 0.2%	1,152	0.1%	1,069	- 0.6%
1983	2,309	4.0%	1,197	3.9%	1,112	4.0%
1984	2,320	0.5%	1,308	9.3%	1,012	-9.0%
1985	2,463	6.2%	1,401	7.1%	1,062	4.9%
1986	2,737	11.1%	1,551	10.7%	1,186	11.7%

* 1985 and 1986 estimated by respondents.

SEAFOOD FRANCHISE RESTAURANTS

(1973 - 1986*)

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1973	$176,377	$183,691	$171,468
1974	201,075	199,575	202,198
1975	218,853	214,526	221,620
1976	240,176	249,837	234,468
1977	246,726	256,008	241,178
1978	245,462	240,808	248,456
1979	324,689	329,090	321,695
1980	343,147	347,738	338,991
1981	399,142	416,600	380,451
1982	409,394	449,731	365,926
1983	406,350	445,104	364,633
1984	463,115	475,732	446,806
1985	488,408	503,319	468,738
1986	515,130	531,560	493,642

* 1985 and 1986 estimated by respondents.

PANCAKE FRANCHISE RESTAURANTS

(1973 - 1986*)

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	$254,565		$ 53,370		$201,195	
1974	267,868	5.2%	49,420	- 7.4%	218,448	8.6%
1975	371,498	38.7%	79,637	61.1%	291,861	33.6%
1976	464,462	25.0%	89,975	13.0%	374,487	28.3%
1977	552,112	18.9%	103,530	15.1%	448,582	19.8%
1978	601,029	8.9%	139,899	35.1%	461,130	2.8%
1979	726,429	20.8%	204,180	45.9%	522,249	13.3%
1980	784,546	8.0%	245,385	20.2%	539,161	3.2%
1981	847,650	8.0%	275,201	12.2%	572,449	6.2%
1982	893,625	5.4%	277,994	1.0%	615,631	7.5%
1983	838,291	- 6.2%	264,442	- 4.9%	573,849	- 6.8%
1984	985,350	17.5%	318,193	20.3%	667,157	16.3%
1985	1,065,430	8.1%	335,595	5.5%	729,835	9.4%
1986	1,140,638	7.1%	358,498	6.8%	782,140	7.2%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	883		208		675	
1974	818	- 7.4%	155	-25.5%	663	- 1.8%
1975	1,099	34.4%	261	68.4%	838	26.4%
1976	1,226	11.6%	263	0.8%	963	14.9%
1977	1,353	10.4%	273	3.8%	1,080	12.1%
1978	1,441	6.5%	363	32.9%	1,078	- 0.2%
1979	1,600	11.0%	427	17.6%	1,173	8.8%
1980	1,278	-20.1%	367	-14.1%	911	-22.3%
1981	1,500	17.4%	527	43.6%	973	6.8%
1982	1,645	9.7%	516	- 2.1%	1,129	16.0%
1983	1,558	- 5.3%	488	- 5.4%	1,070	- 5.2%
1984	1,704	9.4%	526	7.8%	1,178	10.1%
1985	1,773	4.0%	543	3.2%	1,230	4.4%
1986	1,876	5.8%	579	6.6%	1,297	5.4%

* 1985 and 1986 estimated by respondents.

PANCAKE FRANCHISE RESTAURANTS

(1973 - 1986*)

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1973	$288,296	$256,586	$298,067
1974	327,467	318,839	329,484
1975	338,033	305,123	348,283
1976	378,843	342,110	388,875
1977	408,065	379,231	415,354
1978	417,092	385,397	427,764
1979	454,018	478,173	445,225
1980	613,886	668,624	591,834
1981	565,100	522,203	588,334
1982	543,237	538,748	545,289
1983	538,056	541,889	536,307
1984	578,257	604,930	566,347
1985	600,919	618,039	593,362
1986	608,016	619,167	603,038

* 1985 and 1986 estimated by respondents.

STEAK, FULL MENU FRANCHISE RESTAURANTS

(1973 - 1985*)

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	$1,494,444		$ 818,531		$ 675,913	
1974	1,865,330	24.8%	1,018,830	24.5%	846,500	25.2%
1975	2,209,881	18.5%	1,196,494	17.4%	1,013,387	19.7%
1976	2,585,786	17.0%	1,310,103	9.5%	1,275,683	25.9%
1977	3,822,634	47.8%	1,703,461	30.0%	2,119,173	66.1%
1978	4,531,709	18.5%	2,104,623	23.5%	2,427,086	14.5%
1979	5,225,166	15.3%	2,575,335	22.4%	2,649,831	9.2%
1980	5,935,804	13.6%	2,917,911	13.3%	3,017,893	13.9%
1981	6,566,702	10.6%	3,311,457	13.5%	3,255,245	7.9%
1982	6,708,742	2.2%	3,229,898	-2.5%	3,478,844	6.9%
1983	7,716,262	15.0%	4,095,365	26.8%	3,620,897	4.1%
1984	7,767,393	0.7%	4,671,807	14.1%	3,095,586	-14.5%
1985	8,413,997	8.3%	5,011,151	7.3%	3,402,846	9.9%
1986	9,400,887	11.7%	5,463,652	9.0%	3,937,235	15.7%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	3,946		2,016		1,930	
1974	4,647	17.8%	2,404	19.3%	2,243	16.2%
1975	5,148	10.8%	2,703	12.4%	2,445	9.0%
1976	5,669	10.1%	2,849	5.4%	2,820	15.3%
1977	7,253	27.9%	3,136	10.1%	4,117	46.0%
1978	7,924	9.3%	3,479	10.9%	4,445	8.0%
1979	8,487	7.1%	3,788	8.9%	4,699	5.7%
1980	8,858	4.4%	4,013	5.9%	4,845	3.1%
1981	9,406	6.2%	4,297	7.1%	5,109	5.5%
1982	9,135	-2.9%	4,020	-6.4%	5,115	0.1%
1983	9,849	7.8%	4,794	19.2%	5,055	-1.2%
1984	9,563	-2.9%	4,883	1.9%	4,680	-7.4%
1985	9,877	3.3%	4,989	2.2%	4,888	4.4%
1986	10,648	7.8%	5,204	4.3%	5,444	11.4%

* 1985 and 1986 estimated by respondents.

STEAK, FULL MENU FRANCHISE RESTAURANTS

(1973 - 1986*)

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1973	$378,724	$406,017	$350,214
1974	401,405	423,806	377,396
1975	429,270	442,654	414,473
1976	456,127	459,847	452,370
1977	527,042	543,195	514,737
1978	571,897	604,951	546,026
1979	615,667	679,866	563,913
1980	670,106	727,115	622,888
1981	698,140	770,644	637,159
1982	734,400	803,457	680,126
1983	783,456	854,269	716,300
1984	812,234	956,749	661,450
1985	851,878	1,004,440	696,163
1986	882,878	1,049,895	723,225

* 1985 and 1986 estimated by respondents.

SANDWICH/OTHER FRANCHISE RESTAURANTS

(1973 - 1986*)

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	$ 33,737		$ 2,210		$ 31,617	
1974	43,522	29.0%	3,510	65.6%	40,012	26.6%
1975	54,174	24.5%	4,692	33.7%	49,482	23.7%
1976	75,763	39.8%	8,258	76.0%	67,505	36.4%
1977	125,590	65.8%	15,270	84.9%	109,870	62.8%
1978	169,719	35.1%	28,034	83.6%	141,685	29.0%
1979	205,850	21.3%	29,260	4.3%	176,590	24.6%
1980	265,421	28.9%	42,836	46.4%	222,585	26.0%
1981	339,480	27.9%	60,768	41.9%	278,712	25.2%
1982	375,138	10.5%	64,717	6.5%	310,421	11.4%
1983	502,595	34.0%	93,233	44.1%	409,362	31.9%
1984	626,060	24.6%	129,624	39.0%	496,436	21.3%
1985	739,839	18.2%	156,123	20.4%	583,716	17.6%
1986	896,420	21.2%	183,115	17.3%	713,305	22.2%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	275		9		266	
1974	331	20.4%	29	222.2%	302	13.5%
1975	396	19.6%	33	13.8%	363	20.2%
1976	540	36.4%	45	36.4%	495	36.4%
1977	854	58.1%	162	260.0%	692	39.8%
1978	1,033	21.0%	216	33.3%	817	18.1%
1979	1,197	15.8%	226	4.6%	971	18.8%
1980	1,480	23.6%	267	18.1%	1,213	24.9%
1981	1,684	13.8%	345	29.2%	1,339	10.4%
1982	1,810	7.5%	379	9.8%	1,431	6.9%
1983	2,074	14.6%	429	13.2%	1,645	15.0%
1984	2,548	22.8%	563	31.2%	1,985	20.7%
1985	2,872	12.7%	580	3.0%	2,292	15.5%
1986	3,379	17.6%	645	11.2%	2,734	19.3%

* 1985 and 1986 estimated by respondents.

SANDWICH/OTHER FRANCHISE RESTAURANTS

(1973 - 1986*)

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1973	$122,680	$235,556	$118,861
1974	131,486	121,034	132,490
1975	136,803	142,182	136,314
1976	140,302	183,511	136,374
1977	147,061	94,259	158,772
1978	164,297	129,787	173,421
1979	171,971	129,469	181,864
1980	179,338	160,434	183,500
1981	201,591	176,139	208,149
1982	207,258	170,757	216,926
1983	242,331	217,326	248,852
1984	245,706	230,238	250,094
1985	257,604	269,178	254,675
1986	265,292	283,899	260,902

* 1985 and 1986 estimated by respondents.

SECTION III

SALES AND ESTABLISHMENT DATA ON DONUT SHOPS AND ICE CREAM/YOGURT STORES

SECTION HIGHLIGHTS

Classification: Because donut and ice cream/yogurt franchises are classified as "food retailers other than convenience stores," their sales are not included in the $43.4 billion figure reported for total franchise restaurant sales in 1984. If these segments were included, franchise restaurant sales would have reached $45.1 billion and accounted for 43.2 percent of eating place sales in 1984.

Number of firms: In 1984 there were 49 ice cream/yogurt franchise firms, up substantially from 21 in 1982. There were 21 donut firms, an increase of two firms compared to one year earlier.

Employees: Donut and ice cream/yogurt establishments employed over 80,000 employees in 1984, up 11.9 percent from the prior year.

Unit growth: The number of donut franchise restaurants increased 6.5 percent in 1984, reversing the two percent decline in 1983. Ice cream/yogurt units reported a similar 6.5 percent increase in 1984.

Sales growth: Franchise donut shops experienced a healthy 9.5 percent sales gain, while ice cream/yogurt restaurants posted a 2.2 percent decrease in sales. Much of this decline is attributed to the reclassification of several large ice cream establishments into the sandwich/other category.

Sales per unit: Donut shops averaged $326,398 in sales during 1984 and ice cream/yogurt units posted a smaller $140,245.

NUMBER OF FRANCHISE DONUT
AND ICE CREAM/YOGURT FIRMS

(1977 - 1984)

	Donut Shops	Ice cream/yogurt Stores
1977	15	16
1978	17	24
1979	17	26
1980	21	28
1981	22	27
1982	20	21
1983	19	45
1984	21	49

DONUT SHOPS AND ICE CREAM STORES
FRANCHISE RESTAURANT EMPLOYMENT

(1977 - 1984)

	Donut Shops	Ice cream/yogurt Stores
1977	27,018	23,379
1978	32,874	35,060
1979	28,112	40,325
1980	34,870	37,557
1981	31,992	38,785
1982	29,217	41,116
1983	28,328	44,483
1984	29,824	51,680

FRANCHISE DONUT SHOPS

(1977 - 1986*)

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1977	$393,305		$ 26,449		$366,856	
1978	514,104	30.7%	41,551	57.1%	472,559	28.8%
1979	555,058	8.0%	48,750	17.3%	506,308	7.1%
1980	687,853	23.9%	65,243	33.8%	622,610	23.0%
1981	649,404	-5.6%	81,011	24.2%	568,393	-8.7%
1982	679,837	4.7%	88,687	9.5%	591,150	4.0%
1983	690,894	1.6%	88,923	0.3%	601,971	1.8%
1984	756,591	9.5%	88,063	-1.0%	668,528	11.1%
1985	842,901	11.4%	95,145	8.0%	747,756	11.8%
1986	960,601	14.0%	102,967	8.2%	857,634	14.7%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1977	2,051		165		1,886	
1978	2,244	9.4%	183	10.9%	2,061	9.3%
1979	2,317	3.2%	191	4.4%	2,126	3.2%
1980	2,596	12.0%	215	12.6%	2,381	12.0%
1981	2,218	-14.6%	222	3.3%	1,996	-16.2%
1982	2,221	0.1%	226	1.8%	1,995	-0.1%
1983	2,177	-2.0%	216	-4.4%	1,961	-1.7%
1984	2,318	6.5%	218	0.9%	2,100	7.1%
1985	2,464	6.3%	221	1.4%	2,243	6.8%
1986	2,698	9.5%	224	1.4%	2,474	10.3%

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1977	$191,761	$160,297	$194,515
1978	229,102	227,055	229,286
1979	239,558	255,235	238,150
1980	264,966	303,456	261,491
1981	292,788	364,914	284,766
1982	306,095	392,420	296,316
1983	317,360	411,680	306,971
1984	326,398	403,959	318,347
1985	342,086	430,520	333,373
1986	356,042	459,674	346,659

* 1985 and 1986 estimated by respondents.

FRANCHISE ICE CREAM AND YOGURT STORES

(1977 - 1986*)

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1977	$ 373,464		$ 6,981		$ 366,483	
1978	562,424	50.6%	31,324	348.7%	531,100	44.9%
1979	598,509	6.4%	21,347	-31.9%	577,162	8.7%
1980	693,246	15.8%	22,274	4.3%	670,972	16.2%
1981	793,518	14.5%	25,010	12.3%	768,508	14.5%
1982	856,466	7.9%	51,713	106.8%	804,753	4.7%
1983	965,285	12.7%	61,307	18.6%	903,978	12.3%
1984	944,693	-2.1%	55,977	- 8.7%	888,716	-1.7%
1985	1,059,589	12.2%	71,310	27.4%	988,279	11.2%
1986	1,273,290	20.2%	95,405	33.8%	1,177,885	19.2%

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1977	5,525		68		5,458	
1978	5,960	7.9%	121	77.9%	5,839	7.0%
1979	5,355	-10.2%	112	- 7.4%	5,243	-10.2%
1980	5,516	3.0%	153	36.6%	5,363	2.3%
1981	5,427	- 1.6%	135	-11.8%	5,292	- 1.3%
1982	5,547	2.2%	163	20.7%	5,384	1.7%
1983	6,322	14.0%	186	14.1%	6,136	14.0%
1984	6,736	6.5%	202	8.6%	6,534	6.5%
1985	7,717	14.6%	250	23.8%	7,467	14.3%
1986	9,038	17.1%	340	36.0%	8,698	16.5%

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee-Owned
1977	$ 67,595	$102,662	$ 67,146
1978	94,366	258,876	90,957
1979	111,766	190,598	110,082
1980	125,679	145,582	125,111
1981	146,217	185,259	145,221
1982	154,402	317,258	149,471
1983	152,687	329,608	147,324
1984	140,245	277,114	136,014
1985	137,306	285,240	132,353
1986	140,882	280,603	135,420

* 1985 and 1986 estimated by respondents.

SECTION IV

FINANCIAL, OWNERSHIP AND EMPLOYMENT STATISTICS

SECTION HIGHLIGHTS

Types of agreements issued: In 1984, 43.5 percent of the franchise agreements were issued for 20 years.

Renewals and terminations: Of the 842 franchise agreements eligible for renewal, 84.6 percent were renewed. On the other hand, 1,008 franchise agreements were terminated in 1984.

Changes in ownership: In 1984, 328 units were repurchased for company ownership, while 339 were converted to franchisee ownership. A relatively small number were discontinued--1,330.

Minority ownership: The number of minority franchise owners increased 10.1 percent in 1984. Hispanics accounted for the largest proportion of minority owners--33.2 percent.

Total investment and start up cash: The median investment for a company-owned unit in 1984 was $350,000, while that for a franchisee-owned unit was $250,000. The median start-up cash required was $100,000 up from $70,000 one year earlier.

Sales of products to franchises: Food ingredients accounted for over three quarters of the products and services purchased from franchisors in 1984.

Employment: Franchise restaurant employment surpassed two million in 1984, up 11.6 percent from 1983. The franchise segment accounted for a substantial 42.0 percent of all eating and drinking place employees in the U.S. during 1984.

TYPES OF FRANCHISE AGREEMENTS ISSUED

(1981-1984)

	NUMBER OF FIRMS	FIRMS THAT ISSUED AGREEMENTS	TERM OF AGREEMENT (NUMBER OF YEARS)								
			1	3	5	10	15	20	25	PERPETUAL	OTHERS
1981	440	279	2	0	15	59	47	116	10	25	5
1982	458	315	1	0	18	56	67	132	9	26	6
1983	466	319	1	0	14	65	63	137	7	28	4
1984	465	317	2	0	9	67	61	138	10	25	5

FRANCHISE AGREEMENTS
RENEWALS AND TERMINATIONS

(1979 - 1984)

RENEWALS	1979	1980	1981	1982	1983	1984
Eligible for renewal	938	933	910	927	928	842
Renewed	836	832	810	763	773	712
Not renewed:	102	101	100	164	155	130
By franchisor	22	24	17	48	49	39
By franchisee	46	24	28	57	65	58
By mutual agreement	34	53	55	59	41	33
TERMINATIONS						
Total	1,062	1,119	1,336	729	884	1,008
By franchisor	501	589	640	491	472	508
By franchisee	485	509	530	177	400	495
By mutual agreement	76	21	166	61	12	5
Reasons for termination						
By franchisor:						
Non-payment of royalty and financial default	317	284	423	181	273	269
Quality control violations	18	22	23	61	36	36
Other	166	283	194	249	163	203

TYPES OF CHANGES IN OWNERSHIP

(1973 - 1984)

	1973	1974	1975	1976	1977	1978
Repurchased for company ownership	533	477	311	280	305	321
Converted to franchisee ownership	175	198	184	413	425	312
Establishments Discontinued:						
Company-Owned	210	288	281	221	219	334
Franchisee-Owned	619	842	883	981	789	1,061
TOTAL	1,537	1,805	1,659	1,895	1,738	2,028

	1979	1980	1981	1982	1983	1984
Repurchased for company ownership	484	394	489	475	279	328
Converted to franchisee ownership	579	498	426	389	352	339
Establishments Discontinued:						
Company-Owned	376	392	401	354	445	306
Franchisee-Owned	1,072	1,408	1,454	1,084	1,085	1,024
TOTAL	2,511	2,692	2,770	2,302	2,161	1,997

MINORITY FRANCHISE RESTAURANT OWNERSHIP

(1973 - 1984)

NUMBER

	1973	1974	1975	1976	1977	1978
Black	221	258	268	255	283	412
Spanish Surname	217	343	357	271	291	402
American Indian	13	18	22	22	23	31
Oriental	73	101	117	198	232	263
TOTAL	524	720	764	746	829	1,108

	1979	1980	1981	1982	1983	1984
Black	430	415	395	478	525	644
Spanish Surname	387	434	415	456	548	648
American Indian	24	30	29	22	36	13
Oriental	298	311	393	538	665	649
TOTAL	1,139	1,190	1,232	1,494	1,774	1,954

TOTAL INVESTMENT AND START-UP CASH REQUIRED*

(1981 - 1984)

	NUMBER OF FIRMS	NUMBER REPORTING	TOTAL INVESTMENT (000)					
			COMPANY-OWNED			FRANCHISEE-OWNED		
			LOWEST	HIGHEST	MEDIAN	LOWEST	HIGHEST	MEDIAN
1981	440	200	$19	$1,092	$275	$17	$1,030	$300
1982	458	268	12	2,000	300	20	2,000	285
1983	466	262	10	2,000	350	15	1,600	230
1984	465	282	20	2,000	350	16	2,000	250

	START-UP CASH (000)		
	FRANCHISEE-OWNED		
	LOWEST	HIGHEST	MEDIAN
1981	$4	$320	$60
1982	5	750	75
1983	5	750	70
1984	5	700	100

* Investment and start-up cash represent medians reported by respondents..

TOTAL SALES OF PRODUCTS AND SERVICES BY FRANCHISORS TO FRANCHISEES

(1981 - 1986*)

(000)

	Total	Merchandise (non-food) for resale	Supplies (such as paper goods, etc.)	Food ingredients	Other
1981	$ 824,281	$ 50,132	$244,587	$ 487,277	$42,285
1982	988,650	60,356	197,305	701,442	29,547
1983	1,167,980	65,706	174,389	887,405	40,480
1984	1,334,029	108,076	190,276	986,997	48,680
1985	1,489,792	112,690	204,606	1,121,464	51,032
1986	1,638,821	122,819	219,259	1,237,197	59,546

*1985 and 1986 estimated by respondents.

FRANCHISE RESTAURANT EMPLOYMENT

(1973 - 1984)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee-Owned	Percent Change
1973	744,469		218,579		525,890	
1974	806,807	8.4%	246,833	12.9%	559,974	6.5%
1975	893,468	10.7%	297,772	20.6%	595,696	6.4%
1976	1,064,618	19.2%	338,778	13.8%	728,840	22.4%
1977	1,230,081	15.5%	385,013	13.6%	845,068	15.9%
1978	1,367,637	11.2%	428,084	11.2%	939,553	11.2%
1979	1,497,283	9.5%	492,169	14.9%	1,005,114	6.9%
1980	1,612,479	7.7%	532,483	8.2%	1,079,996	7.4%
1981	1,664,170	3.2%	580,650	9.0%	1,083,520	0.3%
1982	1,815,086	9.1%	599,792	3.3%	1,215,294	12.2%
1983	1,954,646	7.7%	720,384	20.1%	1,234,262	1.6%
1984	2,182,143	11.6%	864,118	19.9%	1,318,025	6.8%

Note: Includes part-time workers and working proprietors

SECTION V

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION

SECTION HIGHLIGHTS

Regional growth: The South Atlantic region recorded the strongest growth in 1984, the number of units jumped 10.1 percent.

Proportion of units by region: The East North Central region accounted for the largest share of franchised units in 1984 -- 18.4 percent.

State growth: The District of Columbia (19.5 percent), Hawaii (15.8 percent), Delaware (13.8 percent), Florida (12.6 percent), Massachusetts (12.0 percent) and North Carolina (11.9 percent) posted the largest unit growth in 1984.

Proportion of units by state: California, Texas, Ohio and Florida reported the largest concentration of units in 1984. Together these states accounted for almost a third of all franchise units in the U.S.

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1974

	Total	Company-Owned	Franchisee-Owned
NEW ENGLAND	1,141	323	818
Maine	95	36	59
New Hampshire	103	22	81
Vermont	39	3	36
Massachusetts	497	149	348
Rhode Island	90	13	77
Connecticut	317	100	217
MIDDLE ATLANTIC	3,267	901	2,366
New York	1,451	584	867
New Jersey	654	84	570
Pennsylvania	1,162	233	929
EAST NORTH CENTRAL	7,976	2,073	5,903
Ohio	2,251	716	1,535
Indiana	1,280	351	929
Illinois	1,876	435	1,441
Michigan	1,677	404	1,273
Wisconsin	892	167	725
WEST NORTH CENTRAL	3,566	765	2,801
Minnesota	774	145	629
Iowa	755	75	680
Missouri	902	302	600
North Dakota	123	7	116
South Dakota	114	15	99
Nebraska	313	59	254
Kansas	585	162	423
SOUTH ATLANTIC	5,760	1,873	3,887
Delaware	70	6	64
Maryland	387	91	296
District of Col.	73	53	20
Virginia	646	217	429
West Virginia	469	50	419
North Carolina	847	207	640
South Carolina	461	130	331
Georgia	1,108	500	608
Florida	1,699	619	1,080
EAST SOUTH CENTRAL	2,148	472	1,676
Kentucky	635	141	494
Tennessee	647	166	481
Alabama	611	136	475
Mississippi	255	29	226

1974 (continued)

	Total	Company-Owned	Franchisee-Owned
WEST SOUTH CENTRAL	4,036	1,327	2,709
Arkansas	409	51	358
Louisiana	395	128	267
Oklahoma	581	206	375
Texas	2,651	942	1,709
MOUNTAIN	1,807	346	1,461
Montana	135	0	135
Idaho	137	8	129
Wyoming	67	1	66
Colorado	588	117	471
New Mexico	206	39	167
Arizona	396	102	294
Utah	159	30	129
Nevada	119	49	70
PACIFIC	4,587	1,151	3,436
Washington	534	107	427
Oregon	389	90	299
California	3,546	913	2,633
Alaska	32	0	32
Hawaii	86	41	45
SUBTOTAL*	34,288	9,231	25,057
UNREPORTED	5,508	884	4,624
TOTAL UNITED STATES	39,796	10,115	29,681

* Represents 86 percent of total establishments.

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1975

	Total	Company-Owned	Franchisee-Owned
NEW ENGLAND	1,289	320	969
Maine	101	35	66
New Hampshire	106	26	80
Vermont	38	0	38
Massachusetts	497	141	356
Rhode Island	95	12	83
Connecticut	452	106	346
MIDDLE ATLANTIC	3,422	911	2,511
New York	1,540	603	937
New Jersey	749	81	668
Pennsylvania	1,133	227	906
EAST NORTH CENTRAL	8,587	2,382	6,205
Ohio	2,461	840	1,621
Indiana	1,346	363	983
Illinois	2,034	501	1,533
Michigan	1,785	475	1,310
Wisconsin	961	203	758
WEST NORTH CENTRAL	3,790	941	3,029
Minnesota	843	203	640
Iowa	862	110	752
Missouri	796	324	652
North Dakota	122	8	114
South Dakota	163	27	136
Nebraska	384	92	292
Kansas	620	177	443
SOUTH ATLANTIC	6,055	2,068	3,987
Delaware	71	11	60
Maryland	437	150	287
District of Co.	57	29	28
Virginia	822	244	578
West Virginia	287	65	222
North Carolina	962	280	682
South Carolina	474	131	343
Georgia	1,249	547	702
Florida	1,696	611	1,085

1975 (continued)

	Total	Company-Owned	Franchisee-Owned
EAST SOUTH CENTRAL	2,488	518	1,970
Kentucky	727	159	568
Tennessee	796	179	617
Alabama	663	140	523
Mississippi	302	40	262
WEST SOUTH CENTRAL	4,730	1,625	3,105
Arkansas	376	59	317
Louisiana	540	212	328
Oklahoma	638	244	394
Texas	3,176	1,110	2,066
MOUNTAIN	2,344	493	1,851
Montana	174	1	173
Idaho	169	6	163
Wyoming	97	8	89
Colorado	661	182	479
New Mexico	252	47	205
Arizona	560	140	420
Utah	276	56	220
Nevada	155	53	102
PACIFIC	4,984	1,127	3,747
Washington	610	111	499
Oregon	537	103	434
California	3,720	984	2,736
Alaska	27	0	27
Hawaii	90	39	51
SUBTOTAL*	37,869	10,495	27,374
UNREPORTED	5,114	1,190	3,924
TOTAL UNITED STATES	42,983	11,685	31,298

* Represents 88 percent of total establishments.

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1976

	Total	Company-Owned	Franchisee-Owned
NEW ENGLAND	1,220	320	900
Maine	100	35	65
New Hampshire	69	5	64
Vermont	37	0	37
Massachusetts	537	169	368
Rhode Island	100	11	89
Connecticut	377	100	277
MIDDLE ATLANTIC	3,325	830	2,495
New York	1,359	527	832
New Jersey	721	94	627
Pennsylvania	1,245	209	1,036
EAST NORTH CENTRAL	8,631	2,280	6,351
Ohio	2,506	821	1,685
Indiana	1,327	327	1,000
Illinois	1,995	507	1,488
Michigan	1,870	470	1,400
Wisconsin	933	155	778
WEST NORTH CENTRAL	3,858	861	2,997
Minnesota	921	223	698
Iowa	827	91	736
Missouri	865	289	576
North Dakota	138	5	133
South Dakota	137	7	130
Nebraska	350	80	270
Kansas	620	166	454
SOUTH ATLANTIC	5,805	1,883	3,922
Delaware	71	10	61
Maryland	472	131	341
District of Col.	60	23	37
Virginia	804	197	607
West Virginia	263	45	218
North Carolina	863	264	599
South Carolina	431	122	309
Georgia	1,207	505	702
Florida	1,634	586	1,048

1976 (continued)

	Total	Company-Owned	Franchisee-Owned
EAST SOUTH CENTRAL	2,446	527	1,919
Kentucky	677	149	528
Tennessee	775	174	601
Alabama	684	165	519
Mississippi	310	39	271
WEST SOUTH CENTRAL	4,792	1,726	3,066
Arkansas	424	115	309
Louisiana	494	159	335
Oklahoma	653	267	386
Texas	3,221	1,185	2,036
MOUNTAIN	2,191	439	1,752
Montana	134	1	133
Idaho	178	7	171
Wyoming	94	7	87
Colorado	655	185	470
New Mexico	220	26	194
Arizona	519	128	391
Utah	240	38	202
Nevada	151	47	104
PACIFIC	5,282	1,214	4,068
Washington	634	105	529
Oregon	583	109	474
California	3,942	959	2,983
Alaska	33	0	33
Hawaii	90	41	49
SUBTOTAL*	37,550	10,080	27,470
UNREPORTED	9,348	2,482	6,866
TOTAL UNITED STATES	46,898	12,562	34,336

* Represents 80 percent of total establishments.

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1977

	Total	Company-Owned	Franchisee-Owned
NEW ENGLAND	1,289	323	966
Maine	105	33	72
New Hampshire	114	22	92
Vermont	39	1	38
Massachusetts	547	168	379
Rhode Island	102	13	89
Connecticut	382	86	296
MIDDLE ATANTIC	4,100	1,053	3,047
New York	1,886	636	1,250
New Jersey	811	107	704
Pennsylvania	1,403	310	1,093
EAST NORTH CENTRAL	9,760	2,885	6,875
Ohio	2,934	969	1,965
Indiana	1,554	438	1,116
Illoinois	2,283	643	1,640
Michigan	1,948	611	1,337
Wisconsin	1,041	224	817
WEST NORTH CENTRAL	4,699	1,090	3,609
Minnesota	1,010	255	755
Iowa	972	123	849
Missouri	1,097	357	740
North Dakota	175	16	159
South Dakota	174	20	154
Nebraska	542	123	419
Kansas	729	196	533
SOUTH ATLANTIC	7,047	2,320	4,727
Delaware	74	10	64
Maryland	522	160	362
District of Col.	67	26	41
Virginia	1,041	294	747
West Virginia	399	84	315
North Carolina	1,063	229	834
South Carolina	589	178	411
Georgia	1,375	655	720
Florida	1,917	684	1,233

1977 (continued)

	Total	Company-Owned	Franchisee-Owned
EAST SOUTH CENTRAL	3,274	848	2,426
Kentucky	961	204	757
Tennessee	1,005	325	680
Alabama	854	248	606
Mississippi	454	71	383
WEST SOUTH CENTRAL	6,019	2,309	3,710
Arkansas	619	193	426
Louisiana	646	208	438
Oklahoma	835	372	463
Texas	3,919	1,536	2,383
MOUNTAIN	2,750	595	2,155
Montana	173	1	172
Idaho	206	27	179
Wyoming	115	6	109
Colorado	797	222	575
New Mexico	344	61	283
Arizona	624	165	459
Utah	319	68	251
Nevada	172	45	127
PACIFIC	5,851	1,509	4,342
Washington	703	158	545
Oregon	626	133	493
California	4,342	1,167	3,175
Alaska	45	0	45
Hawaii	135	51	84
SUBTOTAL*	44,789	12,932	31,857
UNREPORTED	7,183	1,595	5,588
TOTAL UNITED STATES	51,972	14,527	37,445

* Represents 86 percent of total establishments.

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1978

	Total	Company-Owned	Franchisee-Owned
NEW ENGLAND	1,414	344	1,070
Maine	115	26	89
New Hampshire	120	24	96
Vermont	42	0	42
Massachusetts	576	170	406
Rhode Island	104	15	89
Connecticut	457	109	348
MIDDLE ATLANTIC	4,340	1,233	3,107
New York	1,883	628	1,255
New Jersey	914	219	695
Pennsylvania	1,543	386	1,157
EAST NORTH CENTRAL	10,509	2,914	7,595
Ohio	3,070	1,033	2,037
Indiana	1,673	448	1,225
Illinois	2,604	690	1,914
Michigan	2,108	506	1,602
Wisconsin	1,054	237	817
WEST NORTH CENTRAL	4,867	1,214	3,653
Minnesota	1,084	284	800
Iowa	1,056	142	914
Missouri	1,141	405	736
North Dakota	157	12	145
South Dakota	176	17	159
Nebraska	483	151	332
Kansas	770	203	567
SOUTH ATLANTIC	7,787	2,440	5,347
Delaware	84	12	72
Maryland	566	171	395
District of Col.	72	30	42
Virginia	1,165	333	832
West Virginia	386	94	292
North Carolina	1,155	257	898
South Carolina	668	189	479
Georgia	1,641	665	976
Florida	2,050	689	1,361

1978 (continued)

	Total	Company-Owned	Franchisee-Owned
EAST SOUTH CENTRAL	3,778	937	2,841
Kentucky	1,061	248	813
Tennessee	1,220	369	851
Alabama	944	249	695
Mississippi	553	71	482
WEST SOUTH CENTRAL	7,125	2,498	4,627
Arkansas	595	150	445
Louisiana	761	231	530
Oklahoma	1,051	404	647
Texas	4,718	1,713	3,005
MOUNTAIN	2,901	688	2,213
Montana	182	3	179
Idaho	214	37	177
Wyoming	134	13	121
Colorado	845	226	619
New Mexico	336	61	275
Arizona	682	209	473
Utah	311	75	236
Nevada	197	64	133
PACIFIC	6,442	1,725	4,717
Washington	777	211	566
Oregon	631	145	486
California	4,844	1,308	3,536
Alaska	47	0	47
Hawaii	143	61	82
SUBTOTAL*	49,163	13,993	35,170
UNREPORTED	6,149	1,517	4,632
TOTAL UNITED STATES	55,312	15,510	39,802

* Represents 89 percent of total establishments.

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1979

	Total	Company-Owned	Franchisee-Owned
NEW ENGLAND	1,458	355	1,103
Maine	120	31	89
New Hampshire	135	30	105
Vermont	47	0	47
Massachusetts	619	172	447
Rhode Island	107	27	80
Connecticut	430	95	335
MIDDLE ATLANTIC	4,674	1,141	3,533
New York	2,016	560	1,456
New Jersey	971	144	827
Pennsylvania	1,687	437	1,250
EAST NORTH CENTRAL	11,052	3,211	7,841
Ohio	3,025	1,101	1,924
Indiana	1,831	460	1,371
Illinois	2,674	761	1,913
Michigan	2,367	661	1,706
Wisconsin	1,155	228	927
WEST NORTH CENTRAL	5,226	1,230	3,996
Minnesota	1,164	310	854
Iowa	1,105	150	955
Missouri	1,269	392	877
North Dakota	177	16	161
South Dakota	199	24	175
Nebraska	499	136	363
Kansas	813	202	611
SOUTH ATLANTIC	8,636	2,669	5,967
Delaware	97	16	81
Maryland	650	204	446
District of Col.	86	32	54
Virginia	1,278	402	876
West Virginia	420	122	298
North Carolina	1,290	263	1,027
South Carolina	744	206	538
Georgia	1,712	671	1,041
Florida	2,359	753	1,606

1979 (continued)

	Total	Company-Owned	Franchisee-Owned
EAST SOUTH CENTRAL	3,785	935	2,850
Kentucky	1,143	280	863
Tennessee	1,271	402	869
Alabama	770	164	606
Mississippi	601	89	512
WEST SOUTH CENTRAL	7,741	2,549	5,192
Arkansas	640	124	516
Louisiana	877	268	609
Oklahoma	1,096	422	674
Texas	5,128	1,735	3,393
MOUNTAIN	3,307	807	2,500
Montana	189	12	177
Idaho	237	36	201
Wyoming	136	15	121
Colorado	996	273	723
New Mexico	403	67	336
Arizona	757	234	523
Utah	355	89	266
Nevada	234	81	153
PACIFIC	7,220	1,988	5,232
Washington	880	240	640
Oregon	728	197	531
California	5,376	1,488	3,888
Alaska	86	3	83
Hawaii	150	60	90
SUBTOTAL*	53,099	14,885	38,214
UNREPORTED	5,837	1,999	3,838
TOTAL UNITED STATES	58,936	16,884	42,052

* Represents 90 percent of total establishments.

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1980

	Total	Company-Owned	Franchisee-Owned
NEW ENGLAND	1,547	480	1,067
Maine	145	44	101
New Hampshire	129	25	104
Vermont	48	3	45
Massachusetts	682	229	453
Rhode Island	105	37	68
Connecticut	438	142	296
MIDDLE ATLANTIC	4,943	1,256	3,687
New York	2,096	545	1,551
New Jersey	963	165	798
Pennsylvania	1,884	546	1,338
EAST NORTH CENTRAL	11,445	3,496	7,949
Ohio	3,298	1,138	2,160
Indiana	1,788	504	1,284
Illinois	2,751	833	1,918
Michigan	2,446	766	1,680
Wisconsin	1,162	255	907
WEST NORTH CENTRAL	5,351	1,356	3,995
Minnesota	1,170	313	857
Iowa	1,079	173	906
Missouri	1,352	482	870
North Dakota	191	10	181
South Dakota	198	23	175
Nebraska	499	143	356
Kansas	862	212	650
SOUTH ATLANTIC	9,048	3,109	5,939
Delaware	103	18	85
Maryland	706	242	464
District of Col.	102	49	53
Virginia	1,282	385	897
West Virginia	431	156	275
North Carolina	766	332	1,022
South Carolina	766	214	552
Georgia	1,790	731	1,059
Florida	2,514	982	1,532

1980 (continued)

	Total	Company-Owned	Franchisee-Owned
EAST SOUTH CENTRAL	4,167	1,060	3,107
Kentucky	1,189	306	883
Tennessee	1,276	400	876
Alabama	1,096	267	829
Mississippi	606	87	519
WEST SOUTH CENTRAL	7,867	2,624	5,243
Arkansas	615	128	487
Louisiana	899	278	621
Oklahoma	1,201	463	738
Texas	5,152	1,755	3,397
MOUNTAIN	3,483	799	2,684
Montana	187	8	179
Idaho	247	34	213
Wyoming	153	13	140
Colorado	1,043	302	741
New Mexico	381	62	319
Arizona	904	210	694
Utah	324	84	240
Nevada	244	86	158
PACIFIC	7,224	1,902	5,322
Washington	874	205	669
Oregon	709	173	536
California	5,395	1,461	3,934
Alaska	75	3	72
Hawaii	171	60	111
SUBTOTAL*	55,075	16,082	38,993
UNREPORTED	4,884	1,744	3,140
TOTAL UNITED STATES	59,959	17,826	42,133

* Represents 92 percent of total establishments.

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1981

	Total	Company-Owned	Franchisee-Owned
NEW ENGLAND	1,625	502	1,123
Maine	147	40	107
New Hampshire	125	25	100
Vermont	49	3	46
Massachusetts	696	238	458
Rhode Island	109	42	67
Connecticut	499	154	345
MIDDLE ATLANTIC	5,310	1,370	3,940
New York	2,202	572	1,630
New Jersey	1,022	172	850
Pennsylvania	2,086	626	1,460
EAST NORTH CENTRAL	12,107	3,382	8,725
Ohio	3,644	873	2,771
Indiana	1,829	540	1,289
Illinois	2,864	878	1,986
Michigan	2,553	809	1,744
Wisconsin	1,217	282	935
WEST NORTH CENTRAL	5,456	1,431	4,025
Minnesota	1,174	298	876
Iowa	1,092	182	910
Missouri	1,419	504	915
North Dakota	169	11	158
South Dakota	222	20	202
Nebraska			
Kansas			
SOUTH ATLANTIC	9,667	3,265	6,402
Delaware	112	26	86
Maryland	723	243	480
District of Col.	95	38	57
Virginia	1,324	380	944
West Virginia	480	169	311
North Carolina	1,330	394	936
South Carolina	843	268	575
Georgia	1,890	777	1,113
Florida	2,870	970	1,900

1981 (continued)

	Total	Company-Owned	Franchisee-Owned
EAST SOUTH CENTRAL	4,365	1,293	3,072
Kentucky	1,216	337	879
Tennessee	1,351	469	882
Alabama	1,192	384	808
Mississippi	606	103	503
WEST SOUTH CENTRAL	7,110	2,614	4,496
Arkansas	593	113	480
Louisiana	901	269	632
Oklahoma	1,063	334	729
Texas	4,553	1,898	2,655
MOUNTAIN	3,512	864	2,648
Montana	210	8	202
Idaho	220	11	209
Wyoming	146	9	137
Colorado	1,003	309	694
New Mexico	431	87	344
Arizona	886	258	628
Utah	366	85	281
Nevada	250	97	153
PACIFIC	7,628	1,976	5,652
Washington	914	215	699
Oregon	744	168	576
California	5,700	1,526	4,174
Alaska	79	3	76
Hawaii	191	64	127
SUBTOTAL*	56,780	16,697	40,083
UNREPORTED	5,066	2,658	2,408
TOTAL UNITED STATES	61,846	19,355	42,491

* Represents 92 percent of total units.

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1982

	Total	Company-Owned	Franchisee-Owned
NEW ENGLAND	1,656	515	1,141
Maine	151	37	114
New Hampshire	129	27	102
Vermont	52	3	49
Massachusetts	705	249	456
Rhode Island	104	33	71
Connecticut	515	166	349
MIDDLE ATLANTIC	5,295	1,557	3,738
New York	2,198	577	1,621
New Jersey	1,035	221	814
Pennsylvania	2,062	759	1,303
EAST NORTH CENTRAL	12,024	3,882	8,142
Ohio	3,360	1,240	2,120
Indiana	2,037	591	1,446
Illinois	2,870	958	1,912
Michigan	2,498	779	1,719
Wisconsin	1,259	314	945
WEST NORTH CENTRAL	5,443	1,535	3,908
Minnesota	1,245	355	890
Iowa	929	193	736
Missouri	1,490	514	976
North Dakota	152	9	143
South Dakota	198	25	173
Nebraska	541	160	381
Kansas	888	279	609
SOUTH ATLANTIC	10,045	3,591	6,454
Delaware	115	41	74
Maryland	754	307	447
District of Col.	116	54	62
Virginia	1,339	419	920
West Virginia	475	164	311
North Carolina	1,366	387	979
South Carolina	905	308	597
Georgia	1,923	823	1,100
Florida	3,052	1,088	1,964

1982 (continued)

	Total	Company-Owned	Franchisee-Owned
EAST SOUTH CENTRAL	4,675	1,421	3,254
Kentucky	1,239	351	888
Tennessee	1,512	527	985
Alabama	1,266	431	835
Mississippi	658	112	546
WEST SOUTH CENTRAL	8,806	2,994	5,812
Arkansas	638	109	529
Louisiana	1,006	325	681
Oklahoma	1,654	498	1,156
Texas	5,508	2,062	3,446
MOUNTAIN	3,637	972	2,665
Montana	220	9	211
Idaho	226	21	205
Wyoming	160	20	140
Colorado	1,098	342	756
New Mexico	442	108	334
Arizona	895	283	612
Utah	345	87	258
Nevada	251	102	149
PACIFIC	8,078	2,273	5,805
Washington	975	308	667
Oregon	763	176	587
California	6,068	1,719	4,349
Alaska	86	1	85
Hawaii	186	69	117
SUBTOTAL	59,659	18,740	40,919
UNREPORTED	4,517	1,277	3,240
TOTAL UNITED STATES	64,176	20,017	44,159

* Represents 93 percent of total establishments.

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1983

	Total	Company-Owned	Franchisee-Owned
NEW ENGLAND	1,706	512	1,194
Maine	155	39	116
New Hampshire	127	32	95
Vermont	57	5	52
Massachusetts	708	238	470
Rhode Island	109	33	76
Connecticut	550	165	385
MIDDLE ATLANTIC	5,270	1,600	3,670
New York	2,058	535	1,523
New Jersey	1,048	281	767
Pennsylvania	2,164	784	1,380
EAST NORTH CENTRAL	12,383	4,106	8,277
Ohio	3,433	1,190	2,243
Indiana	2,160	719	1,441
Illinois	2,981	979	2,002
Michigan	2,528	880	1,648
Wisconsin	1,281	338	943
WEST NORTH CENTRAL	5,650	1,900	3,750
Minnesota	1,241	416	825
Iowa	997	291	706
Missouri	1,543	626	917
North Dakota	198	16	182
South Dakota	200	32	168
Nebraska	512	183	329
Kansas	959	336	623
SOUTH ATLANTIC	10,841	3,918	6,923
Delaware	123	43	80
Maryland	797	377	420
District of Col.	118	63	55
Virginia	1,423	419	1,004
West Virginia	509	131	378
North Carolina	1,684	515	1,169
South Carolina	882	287	595
Georgia	1,981	848	1,133
Florida	3,324	1,235	2,089

1983 (continued)

	Total	Company-Owned	Franchisee-Owned
EAST SOUTH CENTRAL	4,733	1,534	3,199
Kentucky	1,394	481	913
Tennessee	1,468	544	924
Alabama	1,134	380	754
Mississippi	737	129	608
WEST SOUTH CENTRAL	8,861	3,299	5,562
Arkansas	670	141	529
Louisiana	1,122	442	680
Oklahoma	1,277	484	793
Texas	5,792	2,232	3,560
MOUNTAIN	3,833	1,099	2,734
Montana	202	16	186
Idaho	238	33	205
Wyoming	179	21	158
Colorado	1,120	346	774
New Mexico	489	144	345
Arizona	940	309	631
Utah	383	98	285
Nevada	282	132	150
PACIFIC	8,768	2,953	5,815
Washington	937	282	655
Oregon	742	190	552
California	6,803	2,404	4,399
Alaska	96	5	91
Hawaii	190	72	118
SUBTOTAL*	62,045	20,921	41,124
UNREPORTED	5,483	864	4,619
TOTAL UNITED STATES	67,528	21,785	45,743

* Represents 92 percent of total establishments.

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION: 1984

	Total	Company-Owned	Franchisee-Owned
NEW ENGLAND	1,815	525	1,290
Maine	161	36	125
New Hampshire	139	26	113
Vermont	57	4	53
Massachusetts	793	260	533
Rhode Island	119	31	88
Connecticut	546	168	378
MIDDLE ATLANTIC	5,622	1,678	3,944
New York	2,231	571	1,660
New Jersey	1,110	287	823
Pennsylvania	2,281	820	1,461
EAST NORTH CENTRAL	12,957	4,256	8,701
Ohio	3,814	1,344	2,470
Indiana	2,106	629	1,477
Illinois	3,057	1,040	2,017
Michigan	2,648	866	1,782
Wisconsin	1,332	377	955
WEST NORTH CENTRAL	5,960	1,536	4,424
Minnesota	1,333	366	967
Iowa	1,106	193	913
Missouri	1,606	554	1,052
North Dakota	148	10	138
South Dakota	208	23	185
Nebraska	533	124	409
Kansas	1,026	266	760
SOUTH ATLANTIC	11,935	4,246	7,689
Delaware	140	55	85
Maryland	889	367	522
District of Col.	141	73	68
Virginia	1,565	556	1,009
West Virginia	489	163	326
North Carolina	1,884	398	1,486
South Carolina	964	273	691
Georgia	2,121	955	1,166
Florida	3,742	1,406	2,336

1984 (continued)

	Total	Company-Owned	Franchisee-Owned
EAST SOUTH CENTRAL	4,830	1,316	3,514
Kentucky	1,302	345	957
Tennessee	1,551	544	1,007
Alabama	1,178	332	846
Mississippi	799	95	704
WEST SOUTH CENTRAL	9,097	3,445	5,652
Arkansas	682	120	562
Louisiana	1,174	406	768
Oklahoma	1,387	597	790
Texas	5,854	2,322	3,532
MOUNTAIN	4,071	1,149	2,922
Montana	207	6	201
Idaho	226	26	200
Wyoming	180	20	160
Colorado	1,181	361	820
New Mexico	546	131	415
Arizona	1,026	368	658
Utah	397	88	309
Nevada	308	149	159
PACIFIC	9,346	2,977	6,369
Washington	1,033	353	680
Oregon	855	223	632
California	7,146	2,325	4,821
Alaska	92	4	88
Hawaii	220	72	148
SUBTOTAL*	65,633	21,128	44,505
UNREPORTED	4,862	1,823	3,039
TOTAL UNITED STATES	70,495	22,951	47,544

* Represents 93 percent of total establishments.

SECTION VI

INTERNATIONAL RESTAURANT FRANCHISING

SECTION HIGHLIGHTS

Number of international firms:	In 1984, 67 U.S. franchise firms operated international units, up from 64 in 1983.
Gain in number of firms:	The number of chicken franchise firms operating international units jumped from 7 to 9. There were also two additional hamburger franchise firms operating in international markets, bringing this segment's total to 16 in 1984.
Number of units:	There were 5,990 international units in 1984 -- an 8.6 percent increase from the prior year.
Major restaurant types:	Hamburger franchise restaurants accounted for over half the international units and chicken units comprised 29.3 percent.
Largest increase in restaurant type:	The number of hamburger units reached 3,117-- a healthy 10.9 percent increase.
Restaurant concentration:	Canada and Japan had the largest concentration of U.S. franchise units -- 26.6 percent and 24.9 percent, respectively.

NUMBER OF U.S. FIRMS IN INTERNATIONAL
RESTAURANT FRANCHISING, BY RESTAURANT TYPE

(1980 - 1984)

	Number of U.S. Firms				
Major activity	1980	1981	1982	1983	1984
Chicken	6	6	6	7	9
Hamburger, etc.	15	15	14	14	16
Pizza	8	9	10	15	14
Mexican	5	6	6	7	7
Seafood	4	4	3	3	3
Pancake	3	2	2	2	2
Steak/full menu	14	16	16	14	14
Sandwich/other	2	1	0	2	2
TOTAL	57	59	57	64	67

INTERNATIONAL UNITS BY RESTAURANT TYPE

(1980 - 1984)

	Number of U.S. Franchise Units				
Major activity	1980	1981	1982	1983	1984
Chicken	1,299	1,377	1,483	1,621	1,757
Hamburger, etc.	1,887	2,099	2,362	2,811	3,117
Pizza	263	289	410	498	539
Mexican	24	60	52	83	80
Seafood	57	58	12	18	11
Pancake	16	15	14	12	12
Steak/full menu	396	425	342	470	461
Sandwich/other	2	2	0	3	3
TOTAL	3,943	4,325	4,675	5,516	5,990

NUMBER OF INTERNATIONAL UNITS BY COUNTRY

(1973 - 1984)

NUMBER OF ESTABLISHMENTS

LOCATION	1973	1974	1975	1976	1977	1978
Canada	1,082	860	940	1,047	1,074	1,196
Mexico	69	71	78	87	79	84
Caribbean	61	70	81	96	115	150
Europe:						
United Kingdom	375	429	408	433	421	454
Other	78	101	98	103	154	164
Australia	186	223	230	224	328	384
Asia:						
Japan	184	265	311	415	460	590
Other	31	41	43	53	64	120
Other [1]	81	109	195	162	170	198
TOTAL	2,147	2,169	2,384	2,620	2,865	3,340

LOCATION	1979	1980	1981	1982	1983	1984
Canada	1,383	1,227	1,220	1,172	1,539	1,591
Mexico	95	96	99	100	119	119
Caribbean	148	178	198	234	263	290
Europe:						
United Kingdom	494	511	442	481	542	576
Other	212	249	316	360	455	514
Australia	422	330	468	522	552	581
Asia:						
Japan	801	934	1,106	1,259	1,334	1,490
Other	139	201	230	276	365	431
Other [1]	218	217	246	271	347	398
TOTAL	3,912	3,943	4,325	4,675	5,516	5,990

[1] Includes South America, Africa, New Zealand and Central America.

LOCATION AND NUMBER OF INTERNATIONAL UNITS BY RESTAURANT TYPE*

(1981)

Major Activity	Canada	Mexico	Central America	South America	Caribbean	Africa
Chicken	13	65	10	13	92	103
Hamburger, etc.	890	0	35	7	71	0
Pizza	19	15	9	0	14	6
Mexican	39	0	0	0	16	0
Seafood	53	0	0	0	0	0
Pancake	7	0	0	0	0	0
Steak/full menu	197	19	0	0	5	1
Sandwich/other	2	0	0	0	0	0
TOTAL	1,220	99	54	20	198	110

	Europe		Asia			
	United Kingdom	Other	Japan	Other	Australia	New Zealand
Chicken	334	44	364	92	210	37
Hamburger, etc.	92	269	482	85	152	16
Pizza	13	3	55	50	96	9
Mexican	0	0	1	0	4	0
Seafood	0	0	5	0	0	0
Pancake	0	0	8	0	0	0
Steak/full menu	3	0	191	3	6	0
Sandwich/other	0	0	0	0	0	0
TOTAL	442	316	1,106	230	468	62

* Includes company-owned, franchisee-owned and joint ventures.

LOCATION AND NUMBER OF INTERNATIONAL UNITS BY RESTAURANT TYPE*

(1982)

Major Activity	Canada	Mexico	Central America	South America	Caribbean	Africa
Chicken	13	56	11	10	109	118
Hamburger, etc.	947	0	24	21	83	0
Pizza	68	24	9	0	23	6
Mexican	31	0	1	0	16	0
Seafood	6	0	0	0	0	0
Pancake	7	0	0	0	0	0
Steak/full menu	100	20	0	0	3	0
Sandwich/other	0	0	0	0	0	0
TOTAL	1,172	100	45	31	234	124

	Europe		Asia			
	United Kingdom	Other	Japan	Other	Australia	New Zealand
Chicken	358	32	406	114	217	39
Hamburger, etc.	122	323	548	104	173	17
Pizza	13	5	88	51	121	15
Mexican	0	0	0	0	4	0
Seafood	0	0	5	1	0	0
Pancake	0	0	7	0	0	0
Steak/full menu	1	0	205	6	7	0
Sandwich/other	0	0	0	0	0	0
TOTAL	481	360	1,259	276	522	71

* Includes company-owned, franchisee-owned and joint ventures.

LOCATION AND NUMBER OF INTERNATIONAL UNITS BY RESTAURANT TYPE*

(1983)

Major Activity	Canada	Mexico	Central America	South America	Caribbean	Africa
Chicken	38	67	11	11	114	144
Hamburger, etc.	1,149	0	36	32	89	0
Pizza	87	32	20	0	41	8
Mexican	61	0	1	1	17	0
Seafood	6	0	0	0	0	0
Pancake	3	0	0	0	0	0
Steak/full menu	192	20	0	0	2	0
Sandwich/other	3	0	0	0	0	0
TOTAL	1,539	119	68	44	263	152

	Europe		Asia			
	United Kingdom	Other	Japan	Other	Australia	New Zealand
Chicken	369	37	436	130	222	42
Hamburger, etc.	169	384	596	148	191	17
Pizza	3	34	52	70	127	24
Mexican	0	0	0	1	1	0
Seafood	0	0	5	7	0	0
Pancake	0	0	8	1	0	0
Steak/full menu	1	0	237	8	10	0
Sandwich/other	0	0	0	0	0	0
TOTAL	542	455	1,334	365	552	83

* Includes company-owned, franchisee-owned and joint ventures.

LOCATION AND NUMBER OF INTERNATIONAL UNITS BY RESTAURANT TYPE*

(1984)

Major Activity	Canada	Mexico	Central America	South America	Caribbean	Africa
Chicken	7	68	14	15	120	164
Hamburger, etc.	1,233	0	39	47	100	0
Pizza	100	31	21	0	48	8
Mexican	64	0	1	1	20	0
Seafood	6	0	0	0	0	0
Pancake	3	0	0	0	0	0
Steak/full menu	175	20	0	0	2	0
Sandwich/other	3	0	0	0	0	0
TOTAL	1,591	119	75	63	290	172

	Europe		Asia			
	United Kingdom	Other	Japan	Other	Australia	New Zealand
Chicken	375	53	504	157	235	45
Hamburger, etc.	196	428	667	183	205	19
Pizza	3	33	63	74	134	24
Mexican	0	0	0	2	2	0
Seafood	0	0	0	5	0	0
Pancake	0	0	8	1	0	0
Steak/full menu	2	0	248	9	5	0
Sandwich/other	0	0	0	0	0	0
TOTAL	576	514	1,490	431	581	88

* Includes company-owned, franchisee-owned and joint ventures.